



GLOSSARY OF TERMS FOR PRINT

Accordion Fold

Bindery term, two or more parallel folds which open like an accordion.

Against the Grain

At right angles to direction of paper grain.

Author's Corrections

Also know as "AC's". Changes and additions in copy after it has been typeset.

Back Up

Printing the second side of a sheet already printed on one side.

Basis Weight

Weight in pounds of a ream of paper cut to the basic size for its grade.

Bind

To fasten sheets or signatures with wire, thread, glue, or by other means.

Bindery

The finishing department of a print shop or firm specializing in finishing printed products.

Blanket

The thick rubber mat on a printing press that transfers ink from the plate to paper.

Bleed

Printing that goes to the edge of the sheet after trimming.

Blind Embossing

An image pressed into a sheet without ink or foil.

Blueline

A blue photographic proof used to check position of all image elements.

Bond Paper

Strong durable paper grade used for letterheads and business forms.

Break for Color

Also known as a color break. To separate mechanically or by software the parts to be printed in different colors.

Brightness

The brilliance or reflectance of paper.

Burn

Exposing a printing plate to high intensity light or placing an image on a printing plate by light.

Butt

Joining images or colors without overlapping.

Butt Fit

Printed colors that overlap one row of dots so they appear to butt.

Camera-Ready Copy

Print ready mechanical art.

Case Bind

A type of binding used in making hard cover books using glue.

Cast Coated

Coated paper with a high gloss reflective finish.

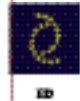
CMYK

Stands for the colors Cyan-Magenta-Yellow-Black. In print design, colors are defined as a percentage of each of these 4 colors. For example, the CMYK abbreviation for the color black would be 0-0-0-100. In contrast, display devices (i.e. computer monitors) typically define colors using RGB (Red, Green, Blue).



Coated Paper

A clay coated printing paper with a smooth finish.



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Collate

A finishing term for gathering paper in a precise order.

Color Bar

A quality control term regarding the spots of ink color on the end of a sheet.

Color Correction

Methods of improving color separations.

Color Key

Color proofs in layers of acetate.

Color Matching System

A system of formulated ink colors used for communicating color.

Color Separations

The process of preparing artwork, photographs, transparencies, or computer generated art for printing by separating into the four primary printing colors (see CMYK).

Comb Bind

To plastic comb bind by inserting the comb into punched holes.

Composite Film

Combining two or more images on one or more pieces of film.

Continuous-Tone Copy

Illustrations, photographs or computer files that contain gradient tones from black to white or light to dark.

Contrast

The tonal change in color from light to dark.

Copy

All furnished material on disc used in the production of a printed product.

Cover Stock

A heavy printing paper used for book covers, presentation folders, etc.

Cromalin

Trade name for DuPont color proofs.

Crop

To cut off parts of a picture or image.

Crop Marks

Printed lines showing where to trim a printed sheet.

Crossover

Printing across the gutter or from one page to the facing page of a publication.

Cyan

One of four standard process colors. The blue color.

Densitometer

A quality control device to measure the density of printing ink on paper.

Density

The degree of color or darkness of an image or photograph.

Die

Metal rule or imaged block used to cut or place an image on paper in the finishing process.

Die Cutting

Cutting images into or out of paper.

Direct to Plate

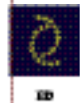
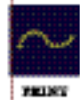
A term used to explain a printing process which eliminates the need for film.

Dot

An element of halftones.

Dot Gain or Spread

A term used to explain the difference in size between the dot on film vs. paper.



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DPI

Stands for "Dots Per Inch." DPI specifies the resolution of an output device, such as a printer or printing press. Print resolution usually runs from 300-1200 dots per inch on a Laser Printer and 33-225 dots per inch for photographic images on a print brochure. (For information on input device measurements see ppi.)

Double Burn

Exposing a plate to multiple images.

Draw-Down

A sample of ink on paper used to evaluate ink colors.

Drop-Out

Portions of artwork that do not print.

Dummy

A rough layout of a printed piece showing position and finished size.

Duotone

The application of two colors to provide richer tones than a monotone (single-color image, usually grayscale) can provide. A good duotone image can simulate a wider range of the color spectrum than two colors used separately. Duotones also use a hue (color) to set the mood for a photo.

Emboss

Embossing a graphic image adds dimension to it by making the image appear as if it were carved as a projection from a flat background.

Emulsion

Light, sensitive coating found on printing plates and film.

Flat

An assembly of negatives taped to masking materials for platemaking.

Flood

To cover a printed page with ink, varnish, or plastic coating.

Flop

The reverse side of an image.

Foil

A metallic or pigmented coating on plastic sheets or rolls used in foil stamping and foil embossing.

Foil Emboss

Foil stamping and embossing an image on paper with a die.

Foil Stamping

Using a die to place a metallic or pigmented image on paper.

4-Color-Process

The process of combining four basic colors (CMYK) to create a printed color picture or colors composed from the basic four colors.

Gang

Getting the most out of a printing press by using the maximum sheet size to print multiple images or jobs on the same sheet. A way to save money.

Generation

Stages of reproduction from original copy. A first generation reproduction yields the best quality.

Ghosting

A faint printed image that appears on a printed sheet where it was not intended.

Gloss

A shiny look reflecting light.

Grain

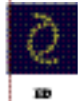
The direction in which the paper fiber lay.

Grippers

The metal fingers on a printing press that hold the paper as it passes through the press.

Hairline

A very thin line or gap about the width of a hair or 1/100 inch.



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Halftone

Converting a continuous tone to dots for printing.

Hard Copy

The output of a printer, or typed text sent for typesetting.

Hickey

Re-occurring unplanned spots that appear in the printed image from dust, lint, dried ink.

Highlight

The lightest areas in a picture or halftone.

Image Area

Portion of paper on which ink can appear.

Imposition

Positioning printed pages so they will fold in the proper order.

Impression

Putting an image on paper.

Imprint

Adding copy to a previously printed page.

Indicia

Postal information placed on a printed product.

Ink Fountain

The reservoir on a printing press that holds the ink.

Kerning

The horizontal spacing between the letters in a word.

Keylines

Lines on mechanical art that show position of photographs or illustrations.

Kiss Cut

To cut the top layer of a pressure sensitive sheet and not the backing. Used when printing labels.

Knock Out

To mask out an image.

Laid Finish

Simulating the surface of handmade paper.

Laminate

To cover with film, to bond or glue one surface to another.

Line Copy

High contrast copy not requiring a halftone.

Lines Per Inch

The number of rows of dots per inch in a halftone.

Loupe

A magnifying glass used to review a printed image, plate or film.

Magenta

Process red, one of the basic colors in process color.

Makeready

All the activities required to prepare a press for printing.

Mask

Blocking light from reaching parts of a printing plate.

Matchprint

Trade name for 3M color proof.

Matte Finish

Dull paper or ink finish.

Mechanical

Camera ready art all contained on one board. Not used as much today. Most art files today are electronic.

Mechanical Separation

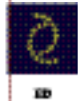
Mechanical art overlay for each color to be printed.

Micrometer

Instrument used to measure the thickness of paper.

Middle Tones

The tones in a photograph that are approximately half as dark as the shadow area.



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Moire

Occurs when screen angles are crossed, causing odd patterns in photographs.

Negative

The image on film that makes the white areas of originals black and black areas white.

Offsetting

Using an intermediate surface to transfer ink. Also, an unpleasant happening when the images of freshly printed sheets transfer images to each other.

Offset Paper

Term for uncoated book paper.

Opacity

The amount of transparency of a printed sheet. The more opacity or the thicker the paper the less show-through.

Overrun or Overs

Copies printed in excess of the specified quantity. (Printing trade terms allow for + - 10 % to represent a completed order).

Page Count

Total number of pages in a book including blanks.

Perfect Bind

A type of binding that glues the edge of sheets to a cover like a telephone book.

Perfecting Press

A sheet fed printing press that prints both sides of a sheet in one pass.

PMS

The abbreviated name of the Pantone Matching System.

Point

For paper, a unit of thickness equaling 1/1000 inch. For typesetting, a unit of height equaling 1/72 inch.

PostScript

The computer language most recognized by printing devices.

Pressure-Sensitive Paper

Paper material with self sticking adhesive covered by a backing sheet.

Process colors

Cyan (process blue), magenta (process red), yellow (process yellow), black (process black) (see CMYK).

Ragged Left

Type that is justified to the right margin and the line lengths vary on the left.

Ragged Right

Type that is justified to the left margin and the line lengths vary on the right.

Ream

Five hundred sheets of paper.

Register

To position print in the proper position in relation to the edge of the sheet and to other printing on the same sheet.

Register Marks

Cross-hair lines or marks on film, plates, and paper that guide strippers, platemakers, pressmen, and bindery personnel in processing a print order from start to finish.

Rip

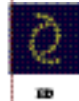
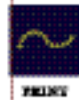
A method of making printing negatives from PostScript files created by desktop publishing.

Saddle Stitch

Binding a booklet or magazine with staples in the seam where it folds.

Scanner

Device used to make color separations, halftones, duo tones and tri tones. Also a device used to scan art, pictures or drawings in desktop publishing.



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Score

A crease put on paper to help it fold.

Self-Cover

Using the same paper as the text for the cover.

Show-Through

Printing on one side of a sheet that can be seen on the other side of the sheet.

Side Stitch

Binding by stapling along one side of a sheet.

Signature

A sheet of printed pages which when folded become a part of a book or publication.

Specifications

A precise description of a print order.

Spine

The binding edge of a book or publication.

Split Fountain

Putting more than one ink in a printing fountain to achieve special color affects.

Spot Varnish

Varnish used to highlight a specific part of the printed sheet.

Stamping

Term for foil stamping.

Stat

Term for inexpensive print of line copy or halftone.

Step-and-Repeat

A procedure for placing the same image on plates in multiple places.

Stet

A proof mark meaning let the original copy stand.

Stock

The paper to be printed on.

Stripping

The positioning of film on a flat prior to platemaking.

Text Paper

Grades of uncoated paper with textured surfaces.

Tints

A shade of a single color or combined colors.

Transparency

A positive photographic slide on film allowing light to pass through.

Transparent Copy

Film that light must pass through for it to be seen or reproduced.

Transparent Ink

A printing ink that does not conceal the color under it.

Trapping

The ability to print one ink over the other slightly.

Trim Marks

Similar to crop or register marks. These marks show where to trim the printed sheet.

Trim Size

The final size of a printed page after the last trim is made.

Up

Printing two or three up means printing multiple copies of the same image on the same sheet.

UV Coating

Liquid laminate bonded and cured with ultraviolet light.

Varnish

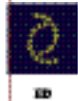
A clear liquid applied to printed surfaces for looks and protection.

Vignette Halftone

A halftone whose background gradually fades to white.

Washup

Removing printing ink from a press, washing the rollers and blanket.



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Watermark

A distinctive design created in paper at the time of manufacture that can be easily seen by holding the paper up to a light.

Web Press

The name of a type of press that prints from rolls of paper.

Wire O

A bindery trade name for mechanical binding using double loops of wire through a hole.

With the Grain

Folding or feeding paper into the press or folder parallel to the grain of the paper.

Work and Tumble

Printing one side of a sheet and turning it over from the gripper to the tail to print the second side using the same side guide and plate for the second side.

Work and Turn

Printing one side of a sheet and turning it over from left to right using the same side guides and plate for the second side.

Wove Paper

A paper having a uniform unlined surface with a smooth finish.



PRINT



WEB



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